

# SAN MATEO AVENUE STREETScape PLAN

Item 6c: Execution of Professional Consultant Services Agreement and  
Appropriation of Funds for the San Mateo Avenue Streetscape Plan

---

## City Council Meeting

January 8, 2019

Darcy Smith,  
Community & Economic Development Director



# Agenda

## 1. Streetscape Plan Overview

- Background
- Project Area + Scope
- Purpose of Plan and Examples

## 2. Consultant Selection

- Process
- WRT Selection

## 3. Project Schedule

## Recommendation

- Adopt a **Resolution**:
  - Authorizing the City Manager to Execute a Consultant Services Agreement with WRT for the development of the San Mateo Avenue Streetscape Plan in an Amount Not to Exceed \$125,000 and
  - Appropriating funds in the adopted FY2018-19 budget in the amount of \$125,000 from the City's General Fund balance to fund the consultant costs to prepare the San Mateo Avenue Streetscape Plan.

## Background 2009 General Plan

*General Plan* envisions to promote San Mateo Avenue as the symbolic heart of the city through implementation policies to improve the visibility and appearance of the downtown, expand the streetscape amenities, beautify the street, place clearly marked crosswalks and upgrade the appearance of the downtown with combined efforts of the City, merchants and property owners.



## Background 2009 General Plan Policies

Land Use & Urban Design Policy 12: Improve the visibility of Downtown from El Camino Real through a variety of techniques that may include signage, lighting, landscape treatment, or provision of plaza or building design that “announces” Downtown.

Economic Development Policy I: Improve the image of San Mateo Avenue in Downtown as an appealing commercial street to shop, dine, and conduct business.

Transportation Policy A: Provide for efficient, safe, and pleasant movement for all transportation modes – vehicles, bicycles, transit, and pedestrians.

## Background 2013 Transit Corridors Plan

- Transit Corridors Plan articulates the community's vision for revitalized commercial corridors and **identified San Mateo Avenue Streetscape improvements** as a **short-term implementation project**.
- **Implementation Action Item #7:**  
San Mateo Avenue streetscape improvements e.g. sidewalk landscaping, sidewalk furniture and lighting, bulbout installation and landscaping, bus stop amenities, special pavement materials for sidewalks, crosswalks and intersections, and raised intersection treatment
- **Implementation Action Item #10:**  
San Mateo Avenue “Northern and Southern Gateways” intersection realignment and Downtown gateway features (public art, wayfinding and signage)



# Streetscape Project Area

San Mateo Avenue  
Today



# Purpose of a Downtown Streetscape Plan

- Comprehensive plan and vision for the streetscape with a unifying sense of place and Downtown identity
- Improve the street's visual character, sustainability, and safety.
- Develop aesthetically pleasing and functional design standards for all the street furnishings, lighting, and paving materials.
- Identify opportunities for public art and gateway features.
- Select landscaping for planters and street trees to beautify the street.
- Develop a signage plan for wayfinding, City identify.





# Key Characteristics of a Streetscape Plan

## Consistent Streetscape



## Cohesive Identity



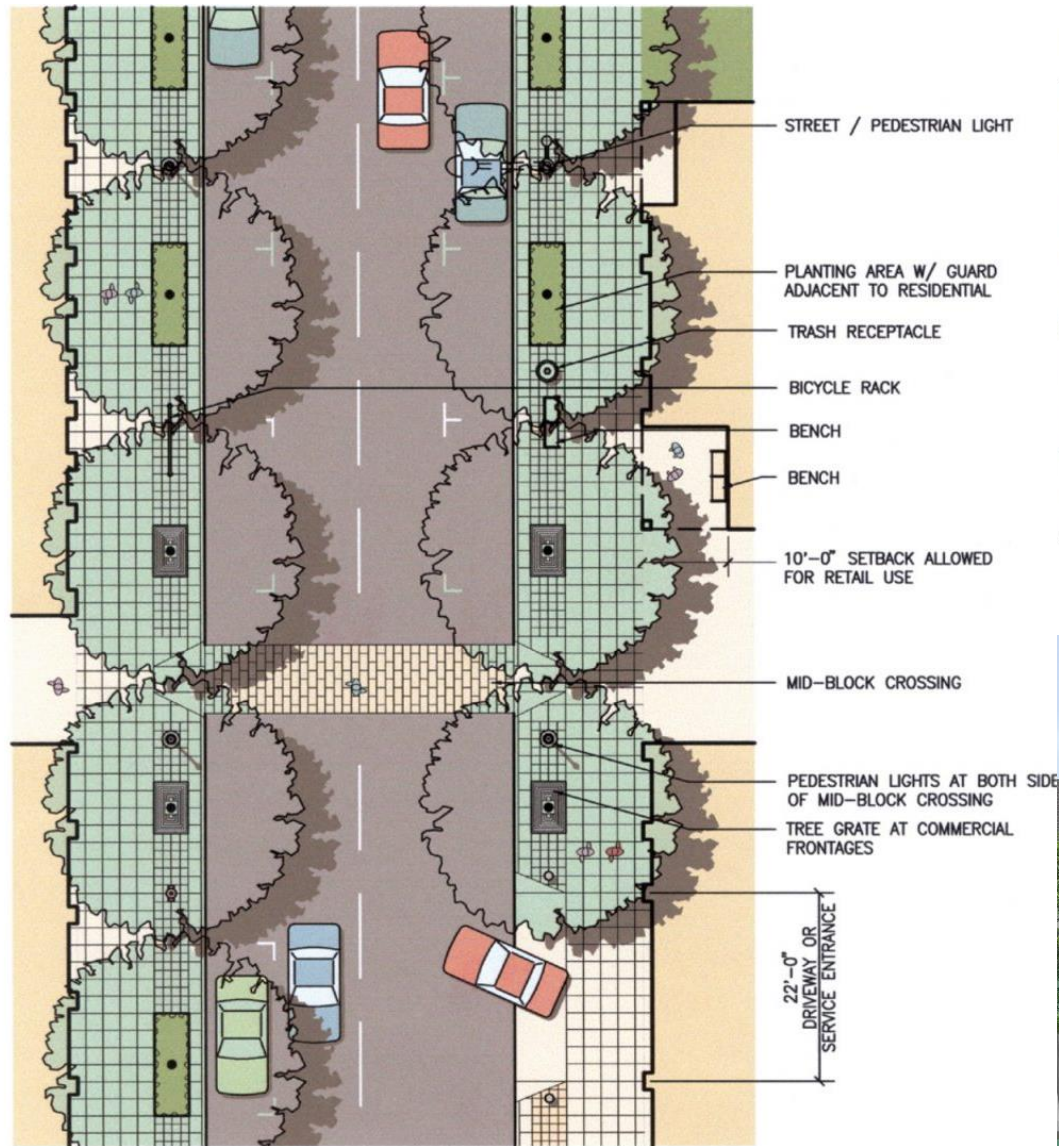
## Improved signage



## Safer Sidewalks



# Examples of a Streetscape Plan



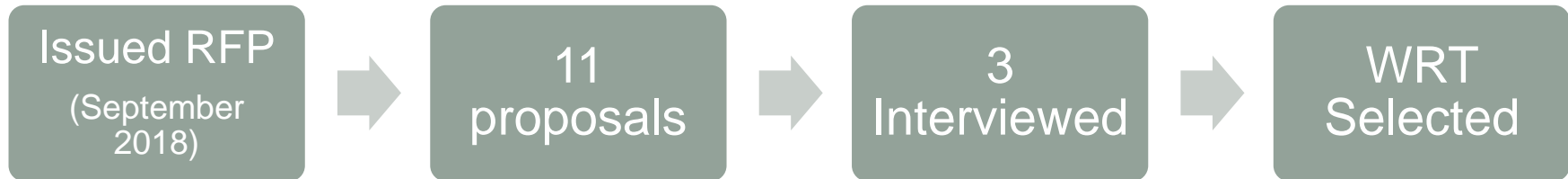








# Consultant Selection Process



## WRT Highlights

- Extensive streetscape planning experience
- Successful completion of similar projects
- Team with appropriate skillsets
- Thorough understanding of the project area
- Detailed work plan
- Creative ideas for community engagement (storefront displays, pop events, walk shop)



## Consultant Tasks

- Task 1 – Prepare Detailed Work Plan and Strategy
- Task 2 – Staff Meeting and Conference Calls
- Task 3 – Preliminary Feasibility Study and Analysis
- Task 4 – CEQA Documentation
- Task 5 – Community Outreach:
- Task 6 – Downtown San Bruno Streetscape Plan Preparation

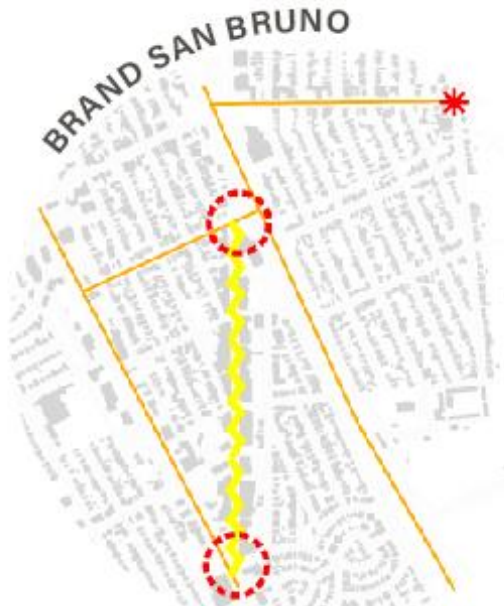
# Consultant Proposal Details

## INVITING DESIGN FOR ALL

**OPPORTUNITIES:** Follow the “8-80” rule, accommodating people from 8 years old to 80 years old; Celebrate the amazing diversity; Support local businesses; Increase comfort and beauty.

**CHALLENGE:** Existing accessibility code-compliance shortcomings.

**EXPERIENCE:** Safety and comfortable access underlies the retail strategy of Castro Valley Blvd, Palo Alto University Ave, and Cloverdale Blvd.



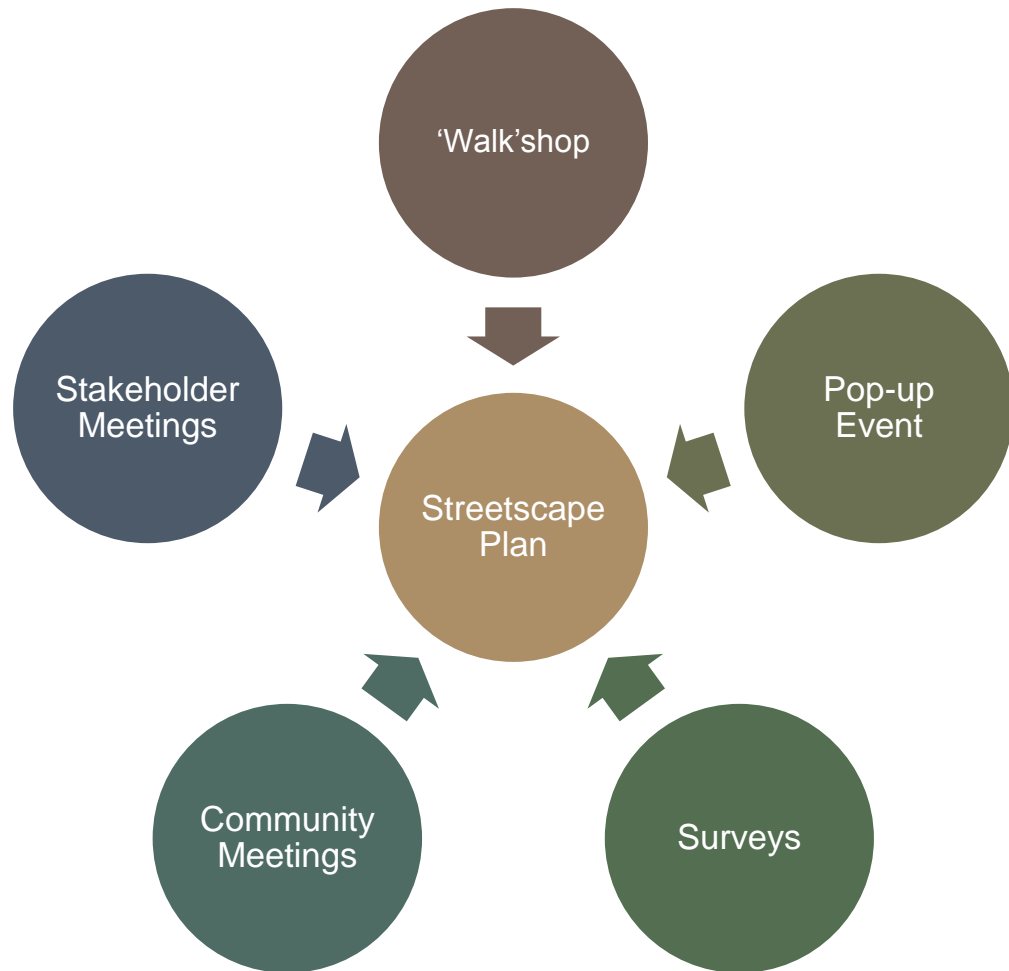
## BRAND SAN BRUNO

**OPPORTUNITY:** Create an identifiable and unique design language.

**CHALLENGE:** Balance cost-effective solutions with custom elements to meet budget.

**EXPERIENCE:** Castro Valley Boulevard signage, wayfinding and identity strategy and implementation.

# Community Engagement

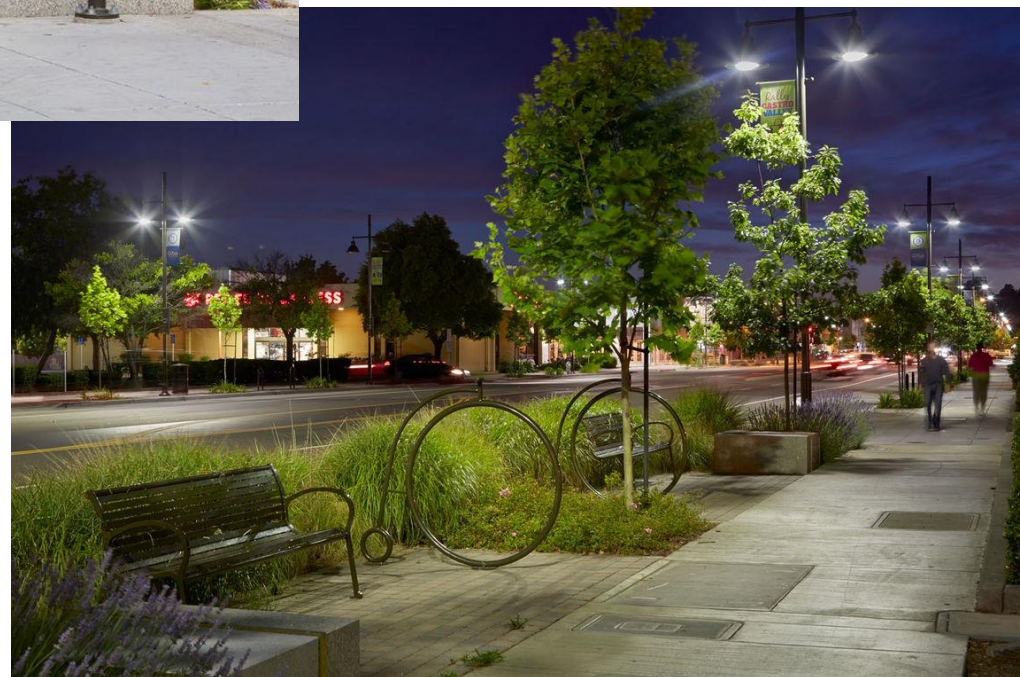




# Example Projects: Castro Valley Blvd









# Pleasant Hill: Way Finding & Identity



# Schedule

- January: Kick off
- February to March: Development of Preliminary Design Concepts and Preliminary Community Engagement
- March: Planning Commission Study Session
- April to May: Streetscape Plan Preparation and Additional Community Engagement
- June: Community Meeting #2 and Review of Plan by Planning Commission
- July: Adoption of Plan by City Council

## Recommendation

- Adopt a **Resolution**:
  - Authorizing the City Manager to Execute a Consultant Services Agreement with WRT for the development of the San Mateo Avenue Streetscape Plan in an Amount Not to Exceed \$125,000 and
  - Appropriating funds in the adopted FY2018-19 budget in the amount of \$125,000 from the City's General Fund balance to fund the consultant costs to prepare the San Mateo Avenue Streetscape Plan.

QUESTIONS?

---